

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

35698	AGENCY (OR SERVICE) ACTING AS AGENT FOR		339565	ADVERTISER (OR AGENCY AND ADVERTISER)	
NAME	BUYING TIME			DEPASQUALE FOR PA	
AND	650 Massachusetts Ave NW Ste 210			PO BOX 1822	
ADDRESS	Washington	DC	20001-3796	York	PA 17405-1822
	USA			USA	
CONTACT				PRODUCT DEPASQUALE 10/30-11/6	
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.	PRODUCT CODE 1310	
			2182		
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/30/12 AND ENDING 11/05/12 NO. WEEKS: 1					

Cancellation Notice

Required

Announcement 28 days

prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
PRINT AT STATION. ALL RATES ARE PRE-EMPTIBLE. PAID FOR BY DEPASQUALE FOR PA. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.										
1	01011..	3	05:00A	05:58A	30S	10/30/12-11/02/12	THIS MORNING 5-6AM	3	300.00	900.00
2	00110..	2	05:58A	07:00A	30S	10/31/12-11/01/12	THIS MORNING 6-7AM	2	625.00	1250.00
3	M	1	05:58A	07:00A	30S	11/05/12-11/05/12	THIS MORNING 6-7AM	1	625.00	625.00
4	..111..	3	07:00A	08:00A	30S	10/31/12-11/02/12		3	350.00	1050.00
5	M	1	07:00A	08:00A	30S	11/05/12-11/05/12		1	350.00	350.00
6	01011.. <i>Cancelled</i>		07:00A	09:00A	30S	10/30/12-10/30/12	THE EARLY SHOW	0	350.00	.00
7	.11.1..	3	08:00A	09:00A	30S	10/30/12-11/02/12		3	350.00	1050.00
8	M	1	08:00A	09:00A	30S	11/05/12-11/05/12		1	350.00	350.00
9	00111..	3	10:58A	11:58A	30S	10/31/12-11/02/12	PRICE IS RIGHT	3	550.00	1650.00
10	01010.. <i>Cancelled</i>		11:58A	12:30P	30S	10/30/12-10/30/12	NOON NEWS	0	600.00	.00
11	M <i>Cancelled</i>		11:58A	12:30P	30S	11/05/12-11/05/12	NOON NEWS	0	600.00	.00
12	01101..	3	11:58A	12:30P	30S	10/30/12-11/02/12	NOON NEWS	3	600.00	1800.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KDKA-TV

CONTRACT NO. REV.

1201-56233-2

DATE PRINTED

08/16/12

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

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PAGE 2

35698	AGENCY (OR SERVICE) ACTING AS AGENT FOR 339565		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	BUYING TIME		DEPASQUALE FOR PA		
AND	650 Massachusetts Ave NW Ste 210		PO BOX 1822		
ADDRESS	Washington	DC 20001-3796	York	PA 17405-1822	
CONTACT	USA		USA		
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO. 2182	PRODUCT DEPASQUALE 10/30-11/6		
NATIONAL SALESPERSON			PRODUCT CODE 1310		
BROADCAST SCHEDULE STARTING 10/30/12 AND ENDING 11/05/12 NO. WEEKS: 1					

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			FROM	TO						
13	00111..	3	12:30P	02:00P	30S	10/31/12-11/02/12	CBS SOAPS 1230-2P	3	450.00	1350.00
14	M	1	12:30P	02:00P	30S	11/05/12-11/05/12	CBS SOAPS 1230-2P	1	450.00	450.00
15	00101.. <i>Cancelled</i>		02:58P	03:58P	30S	10/31/12-10/31/12	DR. PHIL	0	400.00	.00
16	M <i>Cancelled</i>		02:58P	03:58P	30S	11/05/12-11/05/12	DR. PHIL	0	400.00	.00
17	00111..	3	02:58P	03:58P	30S	10/31/12-11/02/12	DR. PHIL	3	400.00	1200.00
18	M	1	02:58P	03:58P	30S	11/05/12-11/05/12	DR. PHIL	1	400.00	400.00
19	00101..	2	04:00P	04:30P	30S	10/31/12-11/02/12	4-430PM NEWS	2	700.00	1400.00
20	M	1	04:00P	04:30P	30S	11/05/12-11/05/12	4-430PM NEWS	1	700.00	700.00
21	01010..	2	04:30P	05:00P	30S	10/30/12-11/01/12	430-5PM NEWS	2	700.00	1400.00
22	M	1	04:30P	05:00P	30S	11/05/12-11/05/12	430-5PM NEWS	1	700.00	700.00
23	00110..	2	05:00P	05:30P	30S	10/31/12-11/01/12	5-530PM NEWS	2	850.00	1700.00
24	M	1	05:00P	05:30P	30S	11/05/12-11/05/12	5-530PM NEWS	1	850.00	850.00
25	01011..	3	05:30P	06:00P	30S	10/30/12-11/02/12	530-6PM NEWS	3	850.00	2550.00
26	01001..	2	05:58P	06:30P	30S	10/30/12-11/02/12	M-F 6PM NEWS	2	950.00	1900.00

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			FROM	TO						
27	00101..	2	06:30P	07:00P	30S	10/31/12-11/02/12	M-F 630PM NEWS	2	950.00	1900.00
28	M	1	06:30P	07:00P	30S	11/05/12-11/05/12	M-F 630PM NEWS	1	950.00	950.00
29	00110..	2	06:57P	07:30P	30S	10/31/12-11/01/12	CBS EVENING NEWS	2	1250.00	2500.00
30	M	1	06:57P	07:30P	30S	11/05/12-11/05/12	CBS EVENING NEWS	1	1250.00	1250.00
31	0010001	2	11:00P	11:35P	30S	10/31/12-11/04/12	11PM NEWS	2	1500.00	3000.00
32	M	1	11:00P	11:35P	30S	11/05/12-11/05/12	11PM NEWS	1	1500.00	1500.00
33	01010..	2	11:35P	12:37A	30S	10/30/12-11/01/12	11:35P-12:37A - LETTERMAN	2	380.00	760.00
34	M	1	11:35P	12:37A	30S	11/05/12-11/05/12	11:35P-12:37A - LETTERMAN	1	380.00	380.00
35	Sa	1	07:58A	10:00A	30S	11/03/12-11/03/12	SAT.CBS MORNING NEWS	1	325.00	325.00
36	Su	1	08:58A	10:28A	30S	11/04/12-11/04/12	CBS SUN MORN	1	550.00	550.00
37	Sa	1	07:00P	07:30P	30S	11/03/12-11/03/12	SAT 7PM NEWS	1	500.00	500.00
Total Contract:								57		37240.00
Billing Summary										
Qtr 4-12						Oct	Nov	Dec	Total	
						.00	37240.00	.00	37240.00	
GRAND TOTAL									37240.00	

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